

## **AMENDMENTS TO THE CLAIMS**

Claims 1-33 (cancelled).

34. (New) Method for producing addressee-specific printed products wherein, for the completion of each printed product, a plurality of printed sheets are assembled for forming inner pages of the finished printed product, provided with a cover page and stapled or bound, an EDP-supported database structure, which allocates to the respective addressee of each printed product information characterizing the addressee, being provided, at least one of the printed sheets becoming an addressee-specific printed sheet as a result of the attachment of addressee-specific information to at least one predetermined location, the printed products being provided after the completion for an addressee-specific delivery on the basis of information from the database structure and/or on the basis of the addressee-specific information on the personalized printed sheet, a plurality of addressee-specific media, the format of which is different from that of the finished printed product, being produced using information from the database structure, each medium containing characteristic information for a respective addressee, wherein, for the completion of the respective addressee-specific printed product, at least one of the plurality of addressee-specific media is attached to the at least one addressee-specific printed sheet on an inner page of the printed product.

35. (New) Method according to claim 34, wherein a plurality of addressee-specific media are attached to the printed product.

36. (New) Method according to claim 34, wherein during completion of each addressee-specific printed product, the final assembly and stapling or binding of the finished printed product take place only after the attachment of an addressee-specific medium to a provided location in the printed product.

37. (New) Method according to claim 36, wherein the completion of each printed product involves the following steps:

a) assembly of anonymous printed sheets of the respective printed product, with which sheets no addressee-specific medium is associated, in sequence up to and including a printed sheet to be made addressee-specific, with which an addressee-specific medium is associated;

b) attachment to the printed sheet to be made addressee-specific of the addressee-specific medium/media associated with the printed sheet to be made addressee-specific; and

c) assembly of the further printed sheets of the respective printed product, optionally with repetition of steps a) to b), until all of the printed sheets have been assembled.

38. (New) Method according to claim 36, wherein the completion of each printed product includes the following steps:

a) attachment to the printed sheet to be made addressee-specific of the addressee-specific medium/media associated with the printed sheet to be made addressee-specific and optionally carrying-out of this step for all further printed sheets to be made addressee-specific, with which addressee-specific media are associated; and

b) assembly of all of the printed sheets of the respective printed product in sequence including the addressee-specific printed sheet/the addressee-specific printed sheets to which addressee-specific media are attached.

39. (New) Method according to claim 34, wherein during completion of each addressee-specific printed product, at least the final assembly of the finished printed product takes place before an addressee-specific medium is attached.

40. (New) Method according to claim 34, wherein the completion of each addressee-specific printed product also involves reading out and saving a machine-readable marking of an addressee-specific medium in association with the attachment of the addressee-specific medium to a printed product.

41. (New) Method according to claim 40, wherein the production of the plurality of addressee-specific media also involves attachment of the machine-readable marking to each medium such that the addressee associated with the medium may be determined by means of the machine-readable marking.

42. (New) Method according to claim 40, wherein the provision for an addressee-specific delivery also involves the attachment of additional addressee-specific information to the substantially finished printed product on the basis of the saved marking of the at least one addressee-specific medium contained in the printed product and/or on the basis of information from the database structure.

43. (New) Method according to claim 40, wherein the machine-readable marking is read out optically.

44. (New) Method according to claim 40, wherein for producing the machine-readable marking, a text in a machine-readable font, preferably in an OCR font, is attached to the medium.

45. (New) Method according to claim 40, wherein for producing the machine-readable marking, a bar code is attached to the medium.

46. (New) Method according to claim 34, wherein the addressee-specific printed products are produced in a predetermined sequence and the associated addressee-specific media are produced in a corresponding sequence or are placed in such a sequence after production.

47. (New) Method according to claim 39, wherein the machine-readable marking is associated with an operating data record number, which in each case is continuously assigned, in the predetermined sequence in which the printed products are to be produced, to a printed product to be dispatched to a specific addressee.

48. (New) Method according to claim 45, wherein the sequence of the read markings is compared to the predetermined sequence and on detection of discrepancies, corresponding corrective measures are carried out.

49. (New) Method according to claim 34, wherein during the production of the addressee-specific media, respective items of static information, which are identical for a large number of media, are processed and/or applied separately from items of dynamic information, which are different for each medium.

50. (New) Method according to claim 49, wherein two supplementary prints are used for producing each addressee-specific medium, including a first print, which is identical for all of the addressee-specific media, being used for printing the static information and a second print, which is produced or is to be produced for each medium, being used for printing the dynamic information.

51. (New) Method according to claim 34, wherein the production of the addressee-specific media, a plurality of media are produced per operating step, the media being produced in a sequence in which optimum efficiency per operating step is achieved.

52. (New) Method according to claim 51, wherein the media, during the production thereof, are placed temporarily in a different sequence from the predetermined sequence and are placed in the predetermined sequence after completion.

53. (New) Method according to claim 34, wherein relatively small-format printed products, preferably cards, postcards or coupons, on which at least the name of the addressee is imprinted, are used as the addressee-specific media.

54. (New) Method according to claim 34, wherein the printed products are stapled or adhesive-bound magazines or brochures.

55. (New) System for the production of addressee-specific printed products, comprising an EDP-supported database having a database structure, which allocates to a respective addressee of a printed product information characterizing the addressee, a printed product production unit for printing a cover page of each finished printed product and a plurality of printed sheets forming inner pages of the finished printed product, assembly of the cover page and the plurality of printed sheets and stapling or binding of the plurality of printed sheets including the cover page, wherein addressee-specific information may be attached to at least one of the printed sheets, the addressee-specific printed sheet, at least one predetermined location, and a dispatching unit for preparing each substantially finished printed product for dispatch, at least one media production unit for the production of a plurality of addressee-specific media, the format of which differs from the format of the respective printed product, each medium containing specific information for an addressee, wherein the printed product production unit comprises at least one media attachment unit for attachment of at least one of the plurality of addressee-specific media to the at least one addressee-specific printed sheet on an inner page of the printed product, and in that the dispatching unit, the printed product production unit and the media production unit may be operated in coordination with one another such that the printed products, which are made addressee-specific printed products by means of at least one addressee-specific medium, may be provided for addressee-specific delivery.

56. (New) System according to claim 55, wherein a plurality of addressee-specific media may be attached to the respective printed product.

57. (New) System according to claim 55, wherein the printed product production unit comprises a gatherer stitcher comprising a plurality of feeders for assembling individual printed sheets of the respective printed product, a media attachment unit being connected upstream of each feeder provided for assembling the addressee-specific printed sheet.

58. (New) System according to claim 55, wherein the printed product production unit comprises a gatherer stitcher comprising a plurality of feeders for assembling individual printed sheets of the respective printed product, the media attachment unit being connected downstream of the feeders.

59. (New) System according to claim 55, wherein the printed product production unit comprises a gatherer stitcher comprising a plurality of feeders for assembling individual printed sheets of the respective printed product, a respective media attachment unit being connected immediately downstream of a feeder provided for assembling a printed sheet to be made addressee-specific using an addressee-specific medium/addressee-specific media.

60. (New) System according to claim 55, wherein an information detection unit, which is configured for detecting information contained in the media, by means of which the addressee associated with the medium may be determined, is associated with the media attachment unit.

61. (New) System for the production of printed products according to claim 55, wherein an information transmission unit, which is configured for transmitting to the media information, by means of which the addressee associated with the medium may be determined, is associated with the media production unit.

62. (New) System according to claim 60, wherein the information detection unit or the information transmission unit optically detects or transmits detectable signals and is configured, in particular, as an OCR font scanner or OCR font printer or as a bar code scanner or bar code printer.

63. (New) System for the production of printed products according to claim 55, wherein the media production unit is configured for the production of relatively small-format printed products, preferably cards, postcards or coupons, and the media attachment unit is configured for the attachment of relatively small-format printed products, preferably cards or postcards, to printed products.

64. (New) System according to claim 55, wherein the system is configured for the production of stapled or adhesive-bound magazines or brochures.